

P R I N T - E V E N T S - D I G I T A L

# BOAT

International

2 0 2 3 M E D I A K I T

*Connect with the world's most discerning audience through our  
integrated media platforms, events and creative services*

B O A T I N T E R N A T I O N A L . C O M

# PRINT – EVENTS – DIGITAL

**BOAT International's 40-year success is driven by our celebration of all aspects of the superyacht industry and the luxury lifestyle that it offers our audiences.**

**Our brand convenes and engages the most influential, affluent and inaccessible individuals in the world. Some 10 per cent of the planet's billionaires engage with BOAT International in some way.**

**This audience is a powerful global mix of business owners, CEOs and founders, who access BOAT International through our magazines, books, events, digital channels and social media.**

## PRINT

BOAT International is the world's longest-standing and most authoritative and influential magazine serving the superyacht community. Inspiring, entertaining and informative, our magazines and luxury books are timeless and collectable.

## EVENTS

We curate and deliver a portfolio of world-class events and experiences that entertain superyacht owners and their friends, family and peers. Our popular calendar includes exclusive invitation-only Owners' Club events held around the world, our coveted World Superyacht Awards, plus the industry-favourite Superyacht Design Festival.

## DIGITAL

Boatinternational.com delivers an inspirational daily fix of superyacht news, reports and luxury lifestyle features. It is the global marketplace for the sale and charter of the world's finest luxury yachts and is the definitive site for market intelligence.



# INDIVIDUALLY WE ARE ONE DROP – BUT TOGETHER WE ARE AN OCEAN

BOAT International offers a number of ways for brands to connect with those with an interest and passion for superyachts and the luxury lifestyle that comes with them.

Our platforms help brands reach more than 6,000 ultra-high-net-worth individuals, with an average personal net worth of \$442 million.

**1M+**  
Digital  
ecosystem  
from website

**38K**  
Targeted  
global print  
readership

**3K**  
Live event  
international  
attendees

**\$442M**  
Average net worth  
of an Owners'  
Club member

**10%**  
Reach of the  
world's  
billionaires

**1M+**  
Overall  
audience  
reach

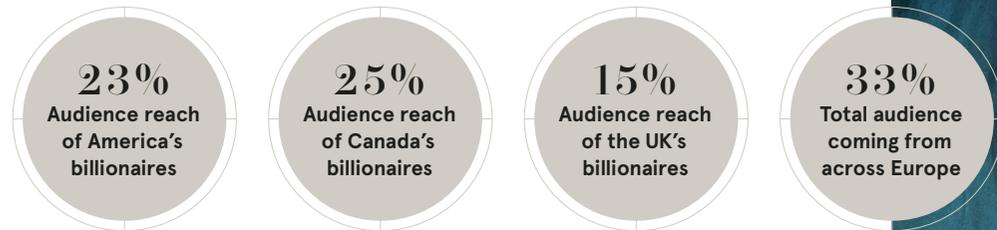
**1M+**  
Social  
footprint



# AN AUDIENCE LIKE NO OTHER

Our platforms reach the most affluent and inaccessible individuals in the world, including more than 6,000 UHNWIs with a combined wealth of \$3.74 trillion.

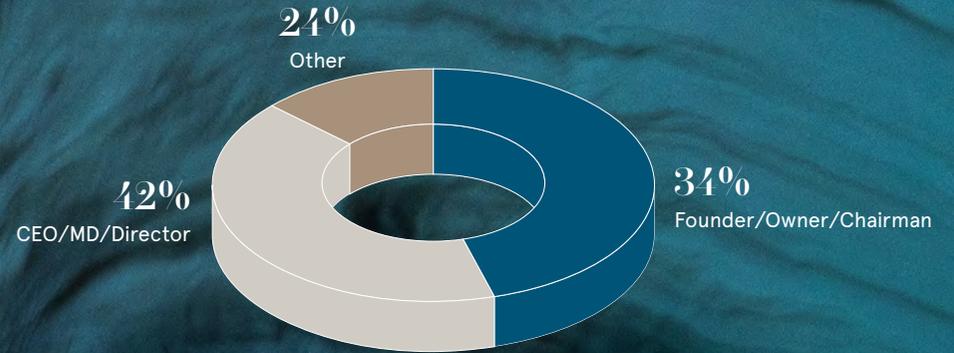
We bring together an international elite who share a passion for luxury yachts and the lifestyle that accompanies them. Our beautifully crafted portfolio occupies pride of place on their bookshelves, coffee tables and digital devices.



## OVERALL GLOBAL AUDIENCE

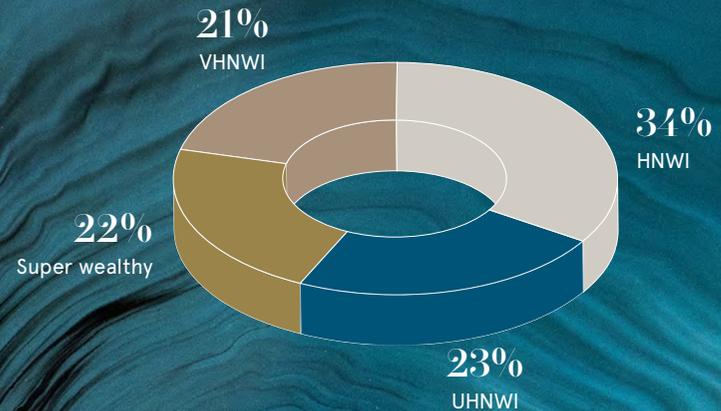
- |              |                    |                   |
|--------------|--------------------|-------------------|
| 38% US       | 3% the Netherlands | 2% South Africa   |
| 13% UK       | 3% Germany         | 2% Italy          |
| 6% Australia | 2% Turkey          | 2% Spain          |
| 5% Canada    | 2% France          | 1% Saudi Arabia   |
|              | 6% rest of Europe  | 15% rest of World |

## Status of readership



Our audience profiling proves beyond doubt that through our paid-for readership you can reach the most important people in the world of luxury yachting – the owners themselves.

## Wealth of readership



HNWI: £1m-£2m, VHNWI: £2m-£15m, UHNWI: £15m-£100m, Super wealthy: £100m+

ALLIANCE MEDIA READERSHIP PROFILE. SAMPLE OF BOAT INTERNATIONAL SUBSCRIBERS AND BOOK BUYERS

# AUDIENCE – A PROVEN INTEREST IN LUXURY LIFESTYLE

*“Owning a superyacht represents the ultimate luxury. Designed to an owner’s specific tastes and capable of taking them anywhere in the world, a yacht brings into a single platform the many passions of the world’s elite: art, design, technology, travel and culture. Wherever in the world you find superyachts, you’ll also find BOAT International”*

**Stewart Campbell – Editor-in-Chief, BOAT International Media**

Insights derived from our platforms demonstrate a core set of common interests across our audience, aside from superyachts^:

- Cars
- Interiors & art
- Aviation
- Gadgets & technology
- Destinations
- Music
- Watches & jewellery
- Food & wine
- Finance
- Property
- Fitness & outdoors
- Fashion

Our UHNWI audience is much more engaged in a broad luxury lifestyle than the average UHNWI in the Wealth-X database\*.

For example:

- 65% are more interested in art
- 53% are more interested in outdoor activities
- 41% are more interested in sports



# AUDIENCE REACH



Instagram  
**417,300**  
followers



Facebook  
**465,400**  
likes



Twitter  
**38,700**  
followers



TikTok  
**52,500**  
followers



BOAT International  
**12,843**  
readers



BOAT International US  
**25,600**  
readers



BOAT International books  
**2,500+**  
readers



Facebook group  
**22,800**  
likes



LinkedIn  
**33,300**  
followers



Live events  
**3,000+**  
attendees



Daily email  
**13,300**  
subscribers



Pinterest  
**1,800**  
likes

boatinternational.com **1,800,000** monthly page views\*

\*AVERAGE MONTHLY DATA AUGUST 2021 – MARCH 2022





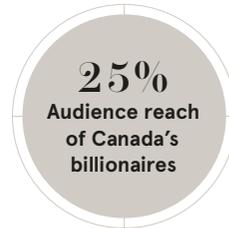
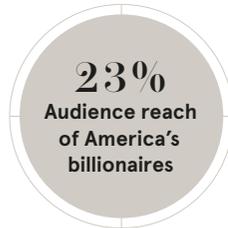
# PRINT – BOAT INTERNATIONAL MAGAZINE

## Creating a beautiful environment to showcase your brand

This truly global title is the magazine of choice for the superyacht community. We feature exclusive superyacht reports and stories, cutting-edge trends, world-class travel and luxury lifestyle, from watches and cars to the very latest in private aviation and property. BOAT International is a high-quality, collectable monthly publication that is commissioned, edited and designed at our head office in London to the most exacting standards.

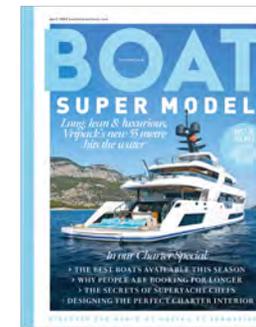
## BOAT International US Edition

The US market is booming – and BOAT International US Edition is the leading magazine for America’s large yacht owners. It reaches 21,000 owners of boats 50ft and longer, 5,000 of which are over 100ft. BOAT US has established itself as an indispensable guide for discerning, affluent buyers in the multibillion-dollar US luxury and yachting markets.



# PRINT – BOAT INTERNATIONAL MAGAZINE

## OUR EDITORIAL PLAN FOR THE YEAR AHEAD



ISSUE	THEMES	SPECIAL SECTION	EVENTS	AD DEADLINE	ON SALE
January 2023	Business of Yachting	Global Order Book; Top 101; 2023 Travel Hot List		13 November	8 December
February 2023	Wellness	-	Dusseldorf & Superyacht Design Festival	12 December	12 January
March 2023	Tech, toys & tenders	-		19 January	9 February
April 2023	Charter	-		16 February	9 March
May 2023	Design	Design Report; Catamarans		22 March	13 April
June 2023	Oceans	-	World Superyacht Awards	19 April	11 May
July 2023	Food & drink	World Superyacht Awards		17 May	8 June
August 2023	International property	12/24 Special Section		22 June	13 July
September 2023	Adventure	Supplement: Life Under Sail; Monaco Yacht Show Preview	Cannes yachting Festival & Genoa Boat Show	18 July	10 August
October 2023	Monaco	Design Report; Wild Water	Monaco Yacht Show	24 August	14 September
November 2023	Refit	Luxury Watches	Fort Lauderdale International Boat Show	21 September	12 October
December 2023	Gift Guide	Private Aviation	Explorer yacht Conference & METS Trade	19 October	9 November

**Circulation: Digital sales: 1,000 Subscriptions: 4,056 Controlled: 1,500 News stand: 6,287 Circulation: 12,843 Print Run: 23,000**

# PRINT – BOAT INTERNATIONAL MAGAZINE US EDITION

## OUR EDITORIAL PLAN FOR THE YEAR AHEAD



ISSUE	THEMES	SPECIAL SECTION	EVENTS	AD DEADLINE	ON SALE
January 2023	Business of Yachting	GOB; Top 101; 2023 Travel Hot List		21 November	3 January
February 2023	Wellness	-	Miami Yacht Show	16 December	31 January
March 2023	Tech, toys & tenders	-		26 January	28 February
April 2023	Charter	-	Palm Beach Boat Show	23 February	28 March
May 2023	Design	Catamarans		29 March	2 May
June 2023	Oceans	-		27 April	30 May
July 2023	Food & Drink	World Superyacht Awards		25 May	27 June
August 2023	International property	12/24 Special Section		22 June	25 July
September 2023	Adventure	Supplement: Life Under Sail; Monaco Yacht Show Preview	Cannes Yachting Festival & Genoa Boat Show	27 July	29 August
October 2023		Design Report; Private Aviation	NBAA & Monaco yacht Show	24 August	26 September
November 2023	FLIBS	FLIBS Preview; Luxury Watches	Fort Lauderdale International Boat Show	21 September	24 October
December 2023	Refit	Gift Guide		26 October	28 November

**Circulation:** 5,254 owners of yachts 100ft and above, 7,766 owners of yachts 70ft and above, 21,346 qualified owners of yachts 50ft and above  
**Average circulation:** 25,600 **Average print run:** 32,000

# PRINT – LUXURY COFFEE TABLE BOOKS

## The Superyachts

The Superyachts is a highly prized collectible for superyacht owners and enthusiasts. First published in 1987 in a luxurious coffee-table-book format, The Superyachts has become an industry reference, showcasing the very finest new yachts each year. This book is a tribute to the skills of the naval architects, designers, builders and artisans behind these incredible vessels, and to the passion of the owners who commission them.

**Print run:** 2,500

**On sale:** December 2023

## Superyacht Interiors

Launched at the Salone del Mobile in Milan, Superyacht Interiors is a directory of the most exclusive global brands synonymous with superyacht interiors. It's an essential resource for the key decision-makers involved in the interior design of a yacht. Many of these designers and owners will apply the information found in the book to their residential projects. Get your message across to the superyacht world with a beautifully designed two-page advertorial feature.

**On sale:** April 2023



Exclusive  
36<sup>th</sup> edition  
showcasing  
21 incredible  
superyachts

# BOAT INTERNATIONAL EVENTS

*Creating an exquisite environment  
at beautifully curated events*



## Superyacht Design Festival

8 to 10 February 2023, Cortina d'Ampezzo, Italy

The Superyacht Design Festival has been successfully informing, connecting and entertaining the superyacht community and beyond for more than a decade. The event attracts the most iconic design personalities and speakers in the superyacht world to celebrate the future of yacht design.

Guests will come together to enjoy a three-day festival in the mountains, sharing and comparing concepts and experiences through engaging and thought-provoking debates led and hosted by high-profile personalities. A welcome cocktail reception, festival party, ski cup and après lunch will also be included.

The programme is set to feature the biggest names in superyacht design, who will take to the stage to discuss the latest trends and topics within the design world.

Keynote speakers have included: Philippe Starck, Lapo Elkann, Leonardo Ferragamo, Luca Bassani, Stefano Boeri, Giorgetto Giugaro and Patricia Viel. Design directors from Google, Rolls-Royce, Bentley, Aston Martin and McLaren have all presented and 2023's edition will continue to host the biggest design icons today.



## The Design & Innovation Awards

**8 February 2023, Cortina d'Ampezzo, Italy**

The BOAT International Design & Innovation Awards acknowledge not only naval architecture and styling but also particular aspects of superyacht design that represent ground-breaking innovation and engineering.

Hosted by double Olympic gold medallist Shirley Robertson, OBE, the Awards, now in their 14th year, continue to be the pinnacle honour within the superyacht design community, bringing the specialist skills of the industry's most talented teams into the spotlight.

The BOAT International Design & Innovation Awards will celebrate the finest yacht designs launched in 2022. The winners will be selected by a jury comprised of acclaimed designers and stylists from both inside and outside of the marine industry.

The Young Designer of the Year Award, in association with Oceanco, recognises and celebrates the original concepts of student and trainee designers from around the world. They are tasked with a realistic client request that will challenge their ideas, technical ability and aptitude for delivery. The Young Designer of the Year Award not only opens the door for students to the superyacht world, but also gives the industry access to fresh young talent. The finalists will be invited to the Superyacht Design Festival in February, where the winners will be recognised at the BOAT International Design & Innovation Awards.



BOAT INTERNATIONAL  
& BELMOND

*between the bays*

## Between the Bays

**9 to 12 March 2023, Anguilla and Saint Martin**

BOAT International and Belmond – pioneers in luxury travel and hospitality – have joined forces to launch an exciting new addition to the event calendar for superyacht owners in 2023: *Between the Bays*.

A new highlight of the Caribbean season, *Between the Bays* will take place in the hotspots of Anguilla and Saint Martin. Highlighting two of Belmond's finest properties – Cap Juluca in Anguilla and La Samanna in Saint Martin – the event encourages owners to come together to enjoy the properties and the idyllic waters surrounding these prestigious destinations.

We are delighted to invite superyacht owners and their friends and families to the special launch edition of the event. Welcoming motor and sailing yachts from 24 metres upwards, the unique event format will give owners the opportunity to make the most of their yachts in the company of like-minded peers.

Attendees will be treated to a first-class programme of events, both on and off the water, including an experience at the world's best beach at Cap Juluca in Anguilla. The event will conclude with a Beach Party in the famous bay at La Samanna, which has enticed celebrities ranging from the Kennedys to Diana Ross over the past half a century.

We look forward to welcoming the world's most impressive luxury yachts to celebrate the Caribbean season in style at the *Between the Bays* superyacht event.



## BOAT International St Barths Party

**14 March 2023, St Barths**

Following the Between the Bays event in Anguilla and Saint Martin, BOAT International will join yacht owners and their guests on the journey over to the beautiful island of St Barths for the St Barths Bucket Regatta. Ahead of the start of the Regatta, BOAT International will invite Owners' Club members and friends to an intimate evening hosted at the Ocean Club St Barths, a new private members' club designed exclusively for St Barths' residents and yacht owners.



## BOAT Connect

March 2023, London

BOAT Connect aims to encourage a new style of networking by offering meetings in a style similar to speed dating. Representatives from leading superyacht design studios are connected with prospective suppliers for 10 minutes at a time. The discussions are not set with any talking points, but are instead designed to facilitate relevant conversations and to create lasting and meaningful partnerships.



## The World Superyacht Awards

19 to 20 May 2023, Istanbul

The “Oscars” of the superyacht industry recognise the most remarkable luxury yachts from across the world. The 18th annual World Superyacht Awards in Istanbul will welcome 400 guests including owners, designers, top shipyard executives and ultra-high-net-worth individuals for a gala ceremony. The event recognises the remarkable ingenuity and innovation demanded by the design, engineering and construction of the world’s finest luxury yachts, with winners collecting the highly coveted Neptune trophy. It is a globally acclaimed event known for its credibility, prestige and glamour, distinguished from other yacht awards thanks to an independent panel of judges.

The World Superyacht Awards is the only peer-reviewed awards ceremony in the industry. All but two of our 25 judges are current or former superyacht owners, who collectively bring hundreds of years of experience to the judging process. They are a hugely knowledgeable and committed group who dedicate those most important of commodities – time and energy – to visit each of the nominated yachts.

Most importantly, the judges are completely independent. BOAT International has no vote or influence in the process, which is the only way to guarantee the credibility of the awards. This keeps the World Superyacht Awards distinct from all other awards ceremonies in the superyachting industry and makes winning one of the coveted Neptunes a truly special achievement.



## The Ocean Awards

**May 2023, London**

Now in its eighth year, the Ocean Awards continue to recognise and reward those who share our commitment to fixing the world's largest solvable problem – the environmental crisis in our oceans. The awards, held in partnership with the Blue Marine Foundation, celebrate the people, companies and projects making outstanding contributions to the health of the oceans.

## Ocean Talks

**June 2023, London**

We believe passionately in the power of communication to implement positive change and want to inspire the superyacht community to engage more meaningfully with specialists working in the field of marine conservation.

Ocean Talks, held in partnership with the Ocean Family Foundation, encourages the superyacht and marine conservation worlds to exchange stories and learn from each other's experiences.

In 2019, the Yachts for Science programme was introduced, which successfully matched superyachts with scientists who need access to the ocean to conduct critical research. BOAT International are proud supporters of the programme which is also supported by Arksen, EYOS and Nekton.



## THE BOAT International Parties

**September 2023, Monte-Carlo; October 2023, Fort Lauderdale**

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These invitation-only events are the most highly anticipated parties at the Monaco Yacht Show and Fort Lauderdale International Boat Show and promise to be unmissable occasions.

The events attract an international audience including superyacht owners and key decision-makers from the yachting industry, such as builders, designers and brokers, as well as a wide variety of representatives from the luxury world. The parties include live entertainment, as well as the very finest wine and catering.



## Saint-Tropez Sundowners

October 2023, Saint-Tropez

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Owners' Club members and special guests are welcomed on board an outstanding yacht for sunset drinks and entertainment during Les Voiles de Saint-Tropez.



## Explorer Yachts Summit

November 2023, Monte-Carlo

The only international summit dedicated solely to the expanding explorer yachting sector, the Explorer Yachts Summit is the definitive forum for owners, captains and industry professionals to share and discuss the unique challenges of travelling to remote destinations.

Held at the Yacht Club de Monaco, this full-day event promises invaluable insights from the world's pioneering explorer yacht designers, builders and suppliers. Network with the experts at the forefront of expedition yachting and prepare to discover new frontiers.



**ICII**  
CAPTAINS' CLUB

## THE CAPTAINS' CLUB

Allowing partners valuable face time with superyacht captains

BOAT International launched the Captains' Club in January 2021, and the response from qualified and experienced captains has been hugely positive, with 140 signed-up members as of August 2022. A superyacht captain is the key influencer when it comes to helping the yacht owner decide where to go with their yacht.

Membership is open to active captains on board sailing yachts above 30 metres LOA and motor yachts above 40 metres LOA.



## Palm Beach Cocktail Party

**March 2023, Palm Beach**

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Captains' Club members are invited for drinks with BOAT International during the Palm Beach International Boat Show.

## Monaco Cocktail Reception

**September 2023, Monte-Carlo**

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BOAT International is delighted to entertain Captains' Club members during the Monaco Yacht Show. Members will be invited on board one of the show's best yachts to connect with other members over cocktails.

## Fort Lauderdale Cocktail Party

**October 2023, Fort Lauderdale**

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Captains' Club members are invited for cocktails at sunset to catch up with fellow captains during the Fort Lauderdale International Boat Show.



## THE OWNERS' CLUB

Connecting with the most inaccessible individuals in the world

Our exclusive, invitation-only Owners' Club is an elite group whose shared passion for superyachts brings together some of the world's most successful and significant people. Since it launched in October 2014, we have welcomed more than 300 owners into the Club, creating one of the world's most affluent networking groups. Membership is only open to owners of superyachts in excess of 24 metres LOA.



## Palm Beach Dinner

**March 2023, Palm Beach**

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The first event of the year welcomes Owners' Club members to an intimate dinner during the Palm Beach International Boat Show.

## Formula 1 Miami

**May 2023, Miami**

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The Formula 1 Miami Grand Prix will take place in May 2023, and with several F1 enthusiasts in the club, we're delighted to provide a special opportunity for members during the weekend.

## Summer Party in the Hamptons

**July 2023, the Hamptons**

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We're thrilled to introduce the inaugural BOAT Summer Party to the Hamptons social calendar. It's a relaxed affair where Owners' Club members and their families are invited to enjoy a luxury afternoon with great entertainment into the evening.



## Monaco Cocktail Reception

**September 2023, Monte-Carlo**

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During the Monaco Yacht Show, Owners' Club members are invited on board one of the show's stars for an informal cocktail reception allowing them to catch up with other members and enjoy the hospitality of one of the world's finest superyachts.

## Sunset Cocktail Party

**October 2023, Fort Lauderdale**

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BOAT International will host members of our Owners' Club and friends on board a special yacht during the Fort Lauderdale International Boat Show.

## Miami Art Basel

**December 2023, Miami**

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Owners' Club members are invited to a Sunset Reception at the best spot in South Beach for cocktails and canapés to discuss the latest pieces exhibited during Miami Art Basel.

# DIGITAL – BOATINTERNATIONAL.COM & SOCIAL MEDIA

Boatinternational.com is the ultimate gateway to the world of superyachts and the lifestyle that comes with them. The site offers advertisers an unrivalled opportunity to connect with our discerning audience which had a summer peak of more than 1,000,000 sessions in 2022. Visitors peruse yachts for sale and charter, as well as consume the latest news, reviews, design and sustainability trends, as well as destinations and luxury lifestyle inspiration. With a keen and engaged audience, boatinternational.com offers a unique and powerful platform for your brand.

## LISTINGS

Be at the heart of a buyer's search for their new yacht. We also offer featured and sponsored listings to make sure your yacht stands out from the crowd.

## DISPLAY

Wrap your brand around the best in superyacht content, yacht news, destinations, or design reports. We offer a range of options across mobile and desktop.

## CONTENT & SOCIAL MEDIA

If you want to maximise the potential of your message, sponsored content is the perfect solution. It will be promoted over social media, newsletter and the website for a month for an integrated approach. We can also offer bespoke campaigns to suit your marketing needs.

## VIDEO

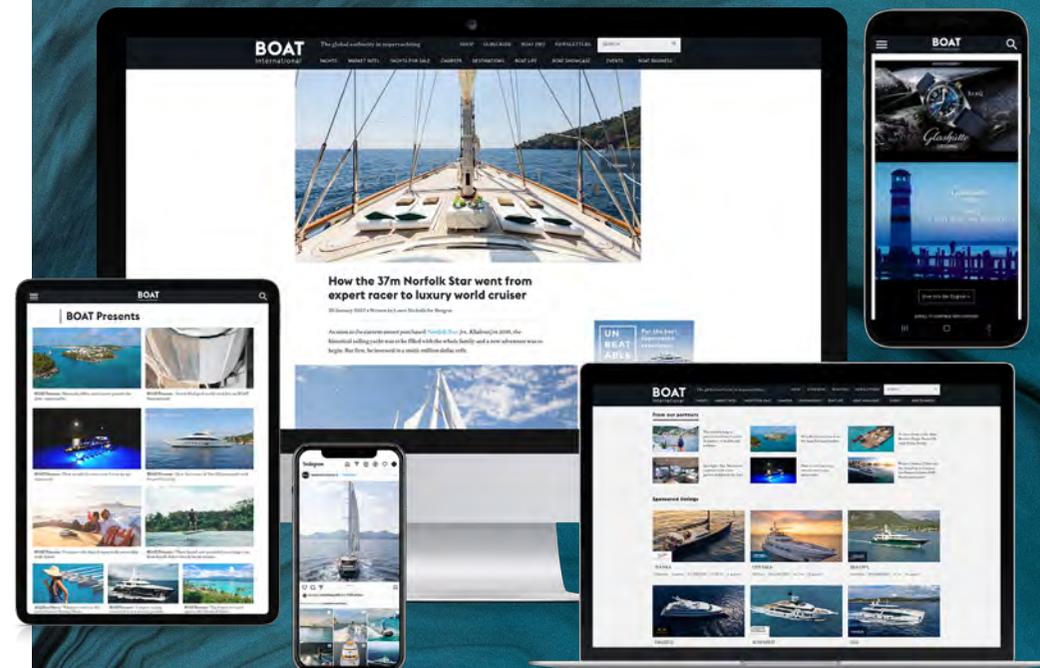
We can create all manner of video content – from social clips to longer-format documentaries – to immerse our audience in the intricacies of your yacht, or introduce them to your brand. In addition to filming, production and editing services, we are able to develop a comprehensive and holistic media campaign around your video content.

Worldwide pages  
**20**  
million views

Mobile & Tablet  
**71%**  
usage

Desktop  
**29%**  
usage

Pages per visit  
**2**  
monthly avg.



Instagram

**417,300**  
followers

Facebook

**465,400**  
likes

Twitter

**38,700**  
followers

Linkedin

**33,300**  
followers

boatinternational.com **1,800,000** monthly page views\*

\*AVERAGE MONTHLY DATA AUGUST 2021 – MARCH 2022

The only market intelligence platform delivering...



## DIGITAL – WHERE DATA BECOMES REAL INSIGHT

### Solutions for the entire superyacht supply chain

As the longest-standing publisher of superyacht media and market intelligence, we are uniquely placed to listen to the needs of the industry and lead the way in delivering unique digital solutions for today's business challenges. BOATPro is our award-winning market-intelligence platform providing a wealth of data and insight on the global superyacht fleet for the entire superyacht supply chain, helping to drive business decisions.

We're leading the way with the industry's first superyacht AIS fleet tracker, enabling businesses to pinpoint and interrogate superyachts across the world. We offer coverage of just under 13k superyachts at 24 metres and above, with unrivalled data and insight solutions for the entire superyacht supply chain.

- average price of a superyacht in 2022: €8,492,067
- 750 yachts sold in 2021 valued at €4.9BN
- 2022 brokerage listings market currently valued at €10.2bn
- The average value for a new yacht: €19,120,118
- The average value for a brokerage yacht: €8,320,251
- The average weekly charter price: €280,000

BOATPro can be accessed via an annual subscription. To find out more, visit [boatint.com/boatpro](https://boatint.com/boatpro) or email [boatpro@boatinternational.com](mailto:boatpro@boatinternational.com)

# BOAT | PRO



# DIGITAL – BOAT BRIEFING

The number-one superyacht podcast

## BOAT BRIEFING

Breaking news, insider intelligence and special data reports each week

## THE BIG BOAT INTERVIEW

Your chance to hear from owners, captains, adventurers and industry professionals

## INTERVIEWEES HAVE INCLUDED:

- Rafael Nadal, world champion tennis player
- Captain Lee, Below Deck
- Alex Jimenez, AKA The Yacht Guy
- Shirish Saraf, the owner of Richard Burton and Elizabeth Taylor's former yacht, *Kalizma*
- Jack Cowin, fast-food mogul and the owner of *Slipstream* and *Silver Dream*
- Victor Vescovo, adventurer and leader of the Five Deeps Expedition

Each episode goes out on Spotify, Apple Podcasts and boatinternational.com, as well as:

- BOAT International newsletter
- BOAT social channels with bespoke assets created per episode
- Social promotion reaches an average of 21.6K social users per episode

1,000+  
Listens  
each week



## BOAT | BRIEFING



## CONNECT WITH US

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**BOAT**  
BRIEFING

BOAT International's weekly podcast: [boatint.com/podcast](https://boatint.com/podcast)



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[/boatint/](https://www.pinterest.com/boatint/)